

THE PHOTO-LITHOGRAPHER

ISSUED BY THE NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

ADMINISTRATIVE AGENCY OF PRODUCT

GROUP E-7 GRAPHIC ARTS CODE



Vol 1. No. 11

1776 BROADWAY

NEW YORK, N. Y.

February, 1935

It is reported that Typographical Unions are circulating a petition to Congressmen asking that the Interstate Commerce Laws be amended so as to prevent the production of common carrier tariffs by the offset process.

Planographers have mailed us copies of the petition with the suggestion that some thought be given to what action if any is to be taken to combat this petition, which as one writer puts it "will only divert business from one process to another or possibly eliminate it from both."

Little thought evidently has been given to the unemployment which would result in this industry should class legislation be enacted which would outlaw planographed tariffs. Neither do the advocates of this change measure the greatly increased load which common carriers will be forced to shoulder should planographed tariffs be ruled out. It is difficult to understand in this day and age how railroads, steamships and other common carriers would agree to any change in the Interstate Commerce Act which would impose a heavy unnecessary cost burden on their back.

The National Association of Photo-Lithographers is gathering data to hold in readiness should the request of the Typographical Unions come to light. All planographic establishments are invited to furnish us with data as to:

1. The number of employees which they would have to lay off should the Interstate Commerce Act be amended as requested by the Typographical Union.
2. Such other data regarding the number of tariffs produced by planographing and other processes and any other information which will show a comparison of the cost of planographing tariffs to the common carrier as compared with other production methods.

The petition we have received reads as follows:

Hon. Loring M. Black, Jr.
House of Representatives
House Office Building
Washington, D. C.

Dear Sir:

We respectfully petition your assistance in alleviating the distress in the printing trades which is beyond our power to rectify for ourselves.

WILL THE CODE BE ENFORCED?

TYPOGRAPHIC UNION ACTIVITY

TRADE ASSOCIATION NEWS

Sol A. Rosenblatt, Compliance and Enforcement Director, in an address to Code Authorities January 31st answered this question in no uncertain manner. We quote from his address:

"We are past the day

of speculating whether NRA is here to stay as a permanent part of the structure of American business and industrial life. Labor would not give it up; nor would business; to each group it has become a charter of industrial democracy. Its fundamentals are sound; imperfect details will be corrected. Confusions as to meanings and intents and procedure will be cleared up.

Not only what you do—but what you may neglect to do—is going to determine the success or the failure of the new order. The measure of the protection secured from, and the advancement made by N.R.A. and other features of the Recovery Program directly depends upon the number of people who have a material as well as a spiritual interest in their attainment.

The individual's responsibility becomes, specifically, one of whole-hearted compliance with N.R.A. Codes of Fair Competition. Enforcement is an obligation and responsibility of industry, backed by all the energy and power of the government itself.

There is one direct, unequivocal answer to the question the public has asked and industry has repeated: "Will these Codes be enforced?"

We are determined that so long as a code provision stands unimpaired and in full effect in any Code—whether that provision concerns hours, wages, production regulations, or anything else—prompt and effective enforcement is our obligation to the members of the industry operating under that Code.

And we are proceeding upon the sound principle that in the instance of wilful violations, it is not enough to secure restitution of back wages, or to deny further use of the Blue Eagle, or to withdraw, as in the apparel codes, the right to use N.R.A. labels; but that immediately such wilful violations must be brought quickly and sure to justice in the Court and other proper channels of law enforcement.

The time has passed to be lenient with the wilful violator and where industry's attempts at adjustment have failed, he must be turned over to the district attorney. The Government is ready, able and willing to back up industry in



GRAPHIC ARTS INDUSTRY

Vol. 1, No. 11 1776 Broadway New York, N. Y. Feb. 1935

THE PHOTO-LITHOGRAPHER

Published by National Association of Photo
Lithographers Administrative Agency, Prod-
uct Group E-7 of the Graphic Arts Code,
1776 Broadway, New York

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A. H. Spaulding, Vice-President
Paul A. Heideke, Treasurer

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L. B. Montfort
218 Munsey Building
Washington, D. C.

EXECUTIVE SECRETARY

Walter E. Soderstrom
1776 Broadway
New York, N. Y.

BOARD OF DIRECTORS MET IN NEW YORK

The Board of Directors of the National Association of Photo-Lithographers met in New York on February 2nd. Many matters of vital interest to members of Product Group E-7 were considered.

A schedule of association dues to cover membership up to June 30, 1935 was adopted. This schedule very definitely limits dues which members will be asked to pay. It is expected that the basis of dues established will carry over for the fiscal year June, 1935 to June, 1936. Dues were established with a base of \$10 per year and a charge for each press used in producing photo-lithographic work, the charge ranging from \$2 to \$10, being graduated according to the size of the press.

The association is planning a broad scope of activity. Fair trade practices, cost work, cost studies, exchange of experience information, exchange of cost schedules, stabilization measures, publicity, promotion and education, help in training sales help, consideration of competition and complaints from within and without the industry — these factors provide part of the field ahead of this association. Dues have been definitely limited and set at a low figure so as to enlist in this program every photo-lithographic establishment in the country.

Photo-lithographers in areas having three or more photo-lithographic plants are invited to set up on a self-supporting basis a regional photo-lithographic association to take advantage of our Product Group Position in the Graphic Arts Code.

The employer, who arbitrarily keeps his payroll below what he can reasonably afford to pay for services rendered, is acting in a manner contrary to his own best interests.

WAGES PAID IN NEW YORK AREA

At an open meeting of the New York Photo-Lithographers Association the question of wages paid in photo-lithographic establishments in that area was considered. As a result a Wages Committee was appointed to study wages paid in photo-lithographic establishments in New York. The committee will consider the advisability of recommending to the National Lithographing Printing Code Authority that a scale of minimum wages be established for photo-lithographic establishments operating in the New York area.

Decent wages spell competent help. Competent help adds quality and subtracts chiseling. A minimum scale of wages supported by adequate time records will go far towards clearing up the unfair practices of photo-lithographers in a trading center.

**ROTO-PRINT OPERATIONS INCLUDED
UNDER GRAPHIC ARTS CODE,
COORDINATING COM-
MITTEE HOLDS**

NATIONAL RECOVERY ADMINISTRATION

IMMEDIATE RELEASE
JANUARY 30, 1935

RELEASE No. 9892

The National Graphic Arts Coordinating Committee (Code Authority) has submitted for NRA approval an application interpreting the term "printing," as defined in the code, as including multilith and roto-print operations. Such operations, the Committee holds, are properly classified as photo-lithographic processes under the graphic arts code.

Objections or suggestions concerning the interpretation as presented by the industry's Coordinating Committee may be submitted to Deputy Administrator H. B. Hobson, Room 4064, Department of Commerce Bldg., Washington, before Monday, February 18, 1935.

QUALITY IS IMPORTANT

Some samples of photo-lithography material reaching this office give evidence of the craftsmanship now evident in many offset plants. Some pieces have come to hand which do not reflect credit on the house mailing out the material. Slovenly produced work not only reflects on a house producing it but plays havoc with the entire industry.

In a field of competition where trade practices and costs are on an even keel, the lithographer whose product gives evidence of careful planning and good execution has by far the edge on the field.

SOME OF THE REASONS WHY SALESMEN FAIL

If salesmen would recognize some of the reasons why certain salesmen succeed and why others fail they might subtract or add to their sales personality. There are many reasons why buyers of printing do not like to see certain salesmen come into their office. All of the reasons are not the fault of the salesman. Some of the distaste is because of the house. Here are a few of the reasons why some salesmen are disliked:

1. Talks too low. Difficult to follow conversation.
2. Does not know what he is talking about.
3. Ashamed to have him in the office. Unkempt.
4. Smokes regardless of the buyers wishes.
5. Smells too strongly of cigarettes, liquor, etc.
6. Clutter up the buyer's desk with bag, hat, etc.
7. Never presents a constructive idea.
8. Makes exaggerated claims for his house.
9. Knocks competitor already doing the work.
10. Stays too long on a visit.
11. Calls at the wrong time.
12. Tries to bribe the buyer.
13. Connected with several houses - not above board.
14. Talks at the same time the buyer is talking. Argues his way out.
15. Talks at the buyer but looks at the ceiling.
16. Asks the buyer to repeat conversation.
17. Tries to read papers on buyer's desk.
18. Always trying to get competitor's price - puts in more than one price - cannot count on his price as final.
19. Wanders all over the office when making a call.
20. Leans over close to buyer and gives wrong impression to others in the same office. Sneak like.
21. Uses friendship to get in when the product will not carry him over the line. "Big shot salesman".
22. Goes over the buyer's head to gain a point. - Gains the point but loses an account.
23. Uses intemperate language, tells improper stories. Does not know his buyer.
24. Talks incessantly in steady stream tiring the buyer. Flits from one topic to another with no regard for listener's time.
25. Poor or no presentation of proposition. Buyer to finally terminate interview has to ask; "What are you selling today?"
26. Pays little attention to buyer's conversation.
27. Tries to cover up extras on a job until he has the order.
28. Tries to bill unfair extras on almost every job.
29. Does not stand behind his promises.
30. Substitutes paper stock, rules or type or other material in a job without consulting customer.
31. Knocks his own house on occasions.
32. Forever "crying" about poor business. No enthusiasm.
33. Accepts jobs which his house is not equipped to handle.
34. Tells all about his personal difficulties.
35. Changing position with firms too often.
36. Makes sales and asks for checks on every order before due date.

The salesman who lets his prospect do the talking and keeps himself in the background except to see that the prospect has all the facts properly presented from which to make his decision is the salesman who brings in the orders. It is a wise salesman who knows when to hold his tongue rather than trying to drown out the prospect with a flow of talk.

HOW LONG DOES IT TAKE?

In order to consider the question of costs intelligently, the New York Photo-Lithographers during the past month have made a study of the time necessary for work operations in twenty photolithographic establishments operating in the Metropolitan Area.

The Secretary spent much time in plants gathering the data necessary for the study. In some plants eight or sixteen pieces of copy were followed into the camera department to the stripping, tussing, platemaking, etching and through the press department to the bindery. The time necessary for each operation in these plants was recorded with a stop watch. In other plants where the information appeared to be reasonable the time experience of the plant was accepted.

Materials used in producing combination work varied with the customer's requirements. Some shops use film negatives entirely while others use a heavy percentage of paper negatives. The percentage of each as used in each shop and the cost of each was obtained. The cost of metal for plates and the number of usages obtained from a plate varied greatly. Large plants equipped to do their own regaining evidenced a cost lower, of course, than small plants.

Some of the plant executives were astonished when the time information obtained was applied to a full press plate at the economic hourly rates of the lithographic industry. One thing becomes evident as a result of these studies: The photolithographic industry needs to install at once a uniform cost system.

SUMMARY OF TIME INFORMATION GATHERED FROM TWENTY PHOTO-LITHOGRAPHIC PLANTS OPERATING IN THE NEW YORK AREA. THIS STUDY IS BASED ON BLACK AND WHITE LINE OF WORK OF THE COMBINATION KIND RUN ON STANDARD 20 LB. BOND. NO PROVISION IN THE FIGURES BELOW HAS BEEN MADE FOR PASTING UP COPY, ENLARGEMENTS OR REDUCTIONS, HALFTONES, STRIP-INS, NEGATIVES WHICH MUST BE RESHOT, PLATES WHICH MUST BE REMADE, WASHUPS, INK, TIME LOST BECAUSE OF ATMOSPHERIC CONDITIONS OR STOCK VARIATIONS, BINDERY WORK AND OTHER TIME ELEMENTS WHICH DO NOT ENTER EVERY JOB. THE REPORT HEREWITH IS AN AVERAGE OF THE TIME ACTUALLY USED ON PUTTING A PLATE THROUGH FROM THE CAMERA TO THE BINDERY. STOP WATCH USED TO CHECK TIME WHERE INFORMATION APPEARED INACCURATE.

Camera Work	8½ X 11.	8½ minutes
	11 X 17.	11 2/3 "
	20 X 24.	16 1/3 "
	22 X 34.	28 2/3 "
Negatives Used	63% Paper. Paper Film 8½ X 11.	\$.05 X 63% is \$.0315
	37% Film. Film Negatives.	\$.25 X 37% is \$.0925
		\$.1240
	Spoilage and handling 10%	\$.0124
	Average cost per 8½ X 11 negative used.	\$.1364
Stripping	17 X 22.	24 minutes
	22 X 34.	36 "
	34 X 44.	66 "
Opauing	17 X 22.	24 "
	22 X 34.	42 "
	34 X 44.	72 "
Tussing	17 X 22.	18 "
	22 X 34.	30 "
	34 X 44.	54 "
Plate Metal and Graining	Average number of usages per plate.	10 "
	Cost of graining plates 34 X 44	\$1.00
Platemaking	17 X 22.	30 minutes
	22 X 34.	42 "
	34 X 44.	54 "
Presswork	17 X 22.	24 "
100 Copies	22 X 34.	30 "
	34 X 44.	42 "
	38 X 50.	54 "

APPLYING THE AVERAGE TIME TO VARIOUS SIZE PLATES

These forms have been figured up to and including running 100 copies. Because many customer's requirements are usually run on one combination plate and because the order for one unit may be 100 copies and other units may be 500 copies or more and these units are run together it is usually necessary to run a plate more than the minimum copies on one unit. An accurate study of the cost of running additional hundreds after the first hundred is off the press can be undertaken only on the basis of a uniform cost system installed in all plants. From information obtained in these studies it appears that the average cost of running additional hundred up to 1000 copies is approximately \$.25 and of additional hundred from 1100 to 5000 copies approximately \$.20.

<u>19 X 25 Press</u>	<u>Minutes</u>	<u>Fraction of an Hour</u>	<u>Economic Hourly Rate</u>	<u>Total Cost</u>
Camera.....	16	.2666	\$3.75	\$1.00
Negatives....			\$.1364	.55
Stripping....	24	.4	\$2.25	.90
Opaquing.....	24	.4	1.70	.68
Plate & Use..			.70	.70
Platemaking..	30	.5	3.75	1.88
Tusching.....	18	.3	2.10	.63
Presswork....	24	.4	5.80	2.32
Cutting.....	6	.1	2.10	.21
Paper 20# bond			.09	.36
Delivery			.06	.24
Cost of 100 copies 17 X 22 size				\$9.47
Cost of 100 copies 8½ X 11 Size.....				\$2.36½

<u>22 X 34 Press</u>	<u>Minutes</u>	<u>Fraction of an Hour</u>	<u>Economic Hourly Rate</u>	<u>Total Cost</u>
Camera.....	27	.45	\$3.75	\$1.69
Negatives....			\$.1364	1.09
Stripping....	36	.6	\$2.25	1.35
Opaquing.....	42	.7	1.70	1.19
Platemaking..	42	.7	3.75	2.63
Plate and Use			1.13	1.13
Tusching.....	30	.5	2.10	1.05
Presswork....	30	.5	6.30	3.15
Cutting.....	12	.2	2.10	.42
Paper 20# Bond			.09	.72
Delivery.....			.06	.48
Cost of 100 copies 22 X 34.....				\$14.90
Cost of 100 copies 8½ X 11.....				1.86½

<u>34 X 44 Press</u>	<u>Minutes</u>	<u>Fraction of an Hour</u>	<u>Economic Hourly Rate</u>	<u>Total Cost</u>
Camera	54	.9	\$3.75	\$3.38
Negatives			\$.1364	2.18
Stripping	66	1.1	\$2.25	2.48
Opaquing	72	1.2	1.70	2.04
Platemaking	54	.9	3.75	3.38
Plate & Use			2.26	2.26
Tusching	54	.9	2.10	1.89
Presswork	42	.7	7.40	5.18
Cutting	24	.4	2.10	.84
Paper 20# Bond			.09	1.44
Delivery			.06	.96
Cost full plate.....				\$26.03
Cost One Unit.....				1.62½

NATIONAL PROCESS

75 VARICK STREET, NEW YORK

1935 JANUARY 1935

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1935 FEBRUARY

SUN	MON	TUE	WED	THU	FRI
					1
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
					23



The
NATIONAL
PROCESS
COMPANY

FIRST AID FOR BUDGET CUTS

PHOTO-...

Equipment and Printed Materials of Various
Materials for Photo Lithography Presses
Including
Preparation and Treatment of Plates
and Many Other Items

Vol. I



... yes, we are speedy, not
because we hurry, but because ours
is a printing process of elimination.
We don't have to give a line etching
three bites and then route and finally
block. We duplicate a subject without
electrotyping. We eliminate lockup
and makeready and don't lose a

minute of press time to achieve
perfect register.
Finally, on our giant press (in
three shifts a day) we can print a
8 job 64 up and thus reduce
100,000 order to a 1600 press run.
We respectfully suggest you
Polygraphic for speed as well as qua
ity and economy.

POLYGRAPHIC COMPANY OF AMERICA, INC.
310 East 48th Street - New York, N. Y.
Telephone Murray Hill 4-1200



that we
a continuation



DANDO-SCHAFER
PUBLISHING COMPANY

Whether your requirements are just a sales letter or a complete advertising campaign, we have copy-writers and artists to study your problem and suggest an idea or solution that will get results.

With these essential facts in mind, we have established an Advertising Service Department to help advertisers get better results from their Direct Advertising.

The cost of advertising is held down to the minimum necessary to do a good job.

- 1 The goods and price are right.
- 2 The message is well expressed in clear, interesting, sellable copy with good illustrations.
- 3 The cost of advertising is held down to the minimum necessary to do a good job.

If ...

to real prospects always bring results, that the printed message carried DIRECT have sales problems to solve, are finding Manufacturers, merchandisers all who

The changed conditions which have brought back a buyer's market in all lines of trade point to nothing so clearly as that Direct Advertising is coming into its own as never before.

There is nothing vague nor impractical about the service we offer, and on the contrary, it is a DEFINITE, practical service functioning successfully to give advertisers the assistance they need.

For several years we have been helping advertisers, large and small, in planning, writing, and designing advertising matter. Other advertisers have us write or rewrite their copy. Still other advertisers have us study their problems and suggest ideas, copy and layouts.

In the past we have done this work ONLY upon the special request of our customers. Results have been so satisfactory that we are now confident we can render a greater service to advertisers by establishing a department to specialize in Direct Advertising.

All we ask is your co-operation and an opportunity to show you what we can do. We do NOT ask a fee nor make a charge for preliminary plans, copy or sketches.

We offer . . .

A NEW ADVERTISING SERVICE to MEMBERS

KIRBY LITH
 1320 F STREET NO
 TELEPHONES

PRINTERS AND OFFSET L

PLANOGRAPHING
 PHOTO-LITHOGRAPHING
 OFFSET PRINTING

1935 JAN 1 2 6 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

and again... ceaselessly
 a message again,
 it delivers

Sabson says: "Advertising is like driving a nail. You don't drive it home at one blow... you keep hammering at it."

COMPARATIVE COSTS OF REPRODUCTION
NEW YORK PRICES FOR 8½ x 11 INCH

Column	1	2	3	4	5	6	7	8	9	10	11	13
Processes Available	Minimum Quantity Generally Sold	Maximum Quantity	Will Reproduction Be Same Size?	Can Copy Be Reduced or Enlarged?	Can We Print On Two Sides?	On Any Bond Paper? Take Ink, Fold?	Can We Use A Variety Of Paper?	What Is Normal Service?	What Is The Fastest Process Time?	Minimum Price Per Hundred Copies?	Minimum Price For Additional Hundreds?	Can Inserts Be Used?
Offset	100	No Limit	Yes	Yes	Yes	Yes	Yes	3 days	3 hrs.	\$1.50	\$.20	Yes
Mimeographing.	100	2,000-4,000	Yes	No	Yes	Some	No	1 day	1 hr.	1.25	.25	Some
Multigraphing.	100	No Limit	Yes	No	Yes	Yes	Yes	1 day	3 hrs.	1.80	.25	Yes
Hectographing.	10	200	Yes	No	Yes	Yes	Yes	3 hrs.	1 hr.	.75	.10	No
Blueprinting .	1	No Limit	Yes	No	No	No	No	3 hrs.	1 hr.	5.00	4.00	No
Photostating .	1	No Limit	Yes	Yes	No	No	No	3 hrs.	1 hr.	12.00	10.00	Yes
Lithoprinting.	1	100	Yes	No	No	Yes	Yes	1 day	3 hrs.	4.00	4.00	No
Types Copies Hooven.	1	No Limit	Yes	No	Yes	Yes	Yes	3 days	3 days	20.00	20.00	Yes

The above chart is published after conferences with representatives of the industry. Almost all of these concerns are working toward perfecting their equipment. In this chart we have taken into consideration claims made by the best equipment in the New York market.

REPRODUCTION BY VARIOUS PROCESSES

1/2 INCH COPIES (JANUARY 1935)

Additional Hundreds?	13	14	15	16	17	18	19	20	21	22
	Can Inserts Be Used?	Can Line Drawings Be Used?	Can Wash Drawings Be Used?	Can Photographs Be Used?	Can Color Be Used?	Can Hand Lettering Be Reproduced?	Can Type Be Reproduced?	Can Material Be Eliminated?	Reprint Possibilities	Description of Results Comments
20	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Save making metal plates	Clear Black Lines Faithful Reproduction Good copy for Reproduction
25	Some	Yes	No	No	Yes	Yes	No	Yes	Can save paper stencil if run has been short	Usually weak broken lines Fair copy for further Reproduction
25	Yes	With Electro	No	No	Yes	No	No	Yes	Type can be held Usually broken up	Satisfactory from type Fair copy for Reproduction
10	No	No	No	No	Some	Some	No	Yes	Reprint not feasible	Purple lines Blurred weaker after 50 prints Not satisfactory for Reproduction
00	No	Yes	No	No	No	Yes	Yes	Yes	Reprint not feasible	Cannot fold - Fade Large quantities bulky Poor copy for reproduction
00	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Can save negative	Gray - bulky - Cracks when folded Will hold detail of blue prints, pencil lines, old copy, etc.
00	No	Yes	No	No	No	Yes	Yes	Yes	Reprint not feasible	Black fuzzy lines Lines tend to break down in places Good copy for further Reproduction after retouching.
00	Yes	No	No	No	Yes	No	No	Yes		

es of the Mimeograph, Multigraph and Hectograph companies.
ng equipment to overcome shortcomings. In setting up the
e ent manufacturers and the average experience owners of this

220-224 JOHN MARSHALL PLACE N.W.
Telephones National 6279-6248 WASHINGTON, D.C.

SACKETT & WILLIAMS
LITHOGRAPHING CORPORATION
NEW YORK, N. Y.

NEW YORK OFFICE
12210 10TH AVE
NEW YORK, N.Y.
CHICKERING 4-8198

I have, with all its enormous value, I estimate
 my price more of it than I can get a high in real-
 estate, but I wish to say that the Open Road
 have up the experience was the old Open Road, but
 paying, driving away of the old Open Road and you
 The Open Road passed power of the new Open Road
 me, and I shall not experience with things as they
 to nearly. You have been, to put a true course
 business of 55 years in the photographing
 letters. Of a valuable this value is taken and our
 up to the Open Road, and our expense and convenience
 service in these and our expense and convenience
 for our customers.
 The following table, compiled by us during a
 last month, in the regular course of our work
 We are always glad to exchange ideas and friends
 afterwards.

AN EXPLOSION NOT SO GOOD - Experience

INSTRUCTIONS FOR
PREPARING MANUSCRIPT
TO BE PHOTO-LITHO-PRINTED

...to produce them quickly,
cheaply, by Planograph

MOORE PHOTO OFFSET CORPORATION
CREATIVE GRAPH TECHNOLOGY - FROM PLATE TO FINAL COLOR
210 EAST 42ND STREET - NEW YORK, N.Y. 10017

positioning approach. At the same time, we've developed a new division devoted exclusively to Creative Advertising as illustrated through the New Multistore Program. Thomas H. Reed, Secretary of the Ames Photo Offset Corporation, is in executive charge of this new division, with August C. Becker of the August Becker Corporation as Art Director and Creative Director.

This new division has been created for your use. Your problems will receive personal, skilled creative thought. Only practical suggestions in visual form will be offered.

The New Multistore Program is particularly adaptable to the modern apparel. It's sheer beauty offers unlimited advertising possibilities.

May our Creative Advertising Division assist in a Multistore solution for your next job?

OME Office
nd FIELD

... OF REAL MONEY

AUGUST LEADER

COMPANY

1935 JULY 1st

SUN	MON	TUE	WED	THU	FRI
	1	2	3	4	5
7	8	9	10	11	1 st
14	15	16	17	18	
		24	25		

ARDLEE SCALING METER

COPY FOR DETERMINING ENLARGEMENTS • REDUCTIONS •

PHOTO OFFSET REPRODUCTION
IN THE ABOVE UNIT...
BLACK & WHITE, COLORED, GOLD, SILVER
SHALL BE QUOTED SEPARATELY

ARDLEE SERVICE
INC.
219 W. 10TH ST.
NEW YORK CITY

Polygraphic Co.

AMERICA'S LARGEST PRINTING PLANT

How much do you know about the Polygraphic process of elimination?

Do you know that:

- we can run a job as many "Up" as a press can accommodate without making errors?
- we print on single revolution presses which at a given speed produce twice as many impressions per hour as compared with two-revolution, flatbed presses?
- we can print halftone illustrations on antique, move, laid, and fancy, embossed papers.
- by using our process you can save about two cents on every pound of paper required, the difference between the cost of coated and offset stock?
- in addition to saving on the price of paper you also can save on the postage, as offset paper has far greater bulk than coated stock of the same substance. (Consider, now, how much postage this might save).
- we can produce a large, long run three color job in 24 hours and that it is an every day occurrence for us to accept orders for 24 hour delivery!
- the Polygraphic process is preferred not only because it is economical but also because it produces printing attractive to the eye and pleasant to the touch?
- for \$1.50 to \$2.00 we reproduce a testimonial letter, a check, map, or any other original, and print 100 copies 6 1/2 inches on 20 pound white bond?
- Are you interested in fine printing? Or good printing at a reasonable cost? Are your printing orders large? Medium? Small? We are in position to produce the quality and quantity you require at competitive prices. Will you ask us to call, or the enclosed self-addressed, prepaid postal?

Polygraphic Company of America
100 West Street, New York City

PLANOCGRAPH

Photo offset
PRINTING

A Complete
**REPRODUCTION
SERVICE**

SPALDING-HORN
COMPANY
BOSTON, MASSACHUSETTS

UNIFORM COST SYSTEM NOW BEING INSTALLED

The photo-lithographic cost system set up in conformance with cost principles promulgated by the National Lithographic Printing Code Authority is now being installed in a number of New York establishments.

A Cost Accountant with considerable experience in the photo-lithographic industry is making the installations. The system has been set up as simply as possible to avoid costly maintenance. A cost manual has been written covering the system. One intelligent employee can easily handle the system after installation has been made.

Firms which have installed the system in New York include Acme Offset Corporation, Ardlee Service, Inc., and the Polygraphic Company of America. National Process Company of Sackett & Wilhelms Lithographing Corporation are bringing their cost systems into reconciliation with the one adopted.

PHOTO-LITHOGRAPHERS OF WASHINGTON, D.C., WORKING TOGETHER

The photo-lithographers in Washington, D. C., are operating under an Open Price Plan approved by NRA. All of the firms operating in that area have filed their open prices with Captain L. B. Montfort. Once an open price is filed a photo-lithographer cannot sell above or below the price filed. A photo-lithographer may, however, file any price he chooses. The advantage of this open-price plan is that it gives notice of prices in effect to every establishment. Under close co-operation and in areas where there are few establishments the Open-Price Plan serves as a good stabilization medium.

The photo-lithographers in Washington are supporting a radio sales campaign over Station WJSV every Saturday night. Sales as a result of this co-operation are reported as very heavy.

SITUATIONS WANTED

Advertisements accepted only from employees reported as competent by former employer.

PLATEMAKER-CAMERAMAN-TRANSFER MAN with all-around experience. Formerly superintendent of one of the largest photo-lithographic plants in New York, now teaching lithography in New York School, looking for position with opportunity, salary secondary. White B-1004 The Photo-Lithographer.

YOUNG MAN considerable experience with camera, platemaking and general photo-lithographic processes looking to locate with progressive concern. Excellent references. Write W-1004 The Photo-Lithographer.

COST ACCOUNTANT, long experience with large lithographic and relief plant in New York. Able to handle personnel, buying, purchasing, costs, general accounts, taxes and other administrative detail. Write Mc-1004 The Photo-Lithographer.

EQUIPMENT FOR SALE

Two Rotaprints, 8 1/2 x 11 1/2. Standard Roll Feed. Complete with parts and motor. \$300 each

Two Rotaprints 9 x 14. Sheet Fed. Complete with parts and motor. \$400 each

Harris Offset Press, 22 x 34. Complete with motor. \$4,000

Advertisements regarding used equipment inserted in this publication five dollars per issue.

For further information, address, The Photo-Lithographer, 1776 Broadway, New York, N. Y.

HOW THE ASS GOT HIS REPUTATION

At the beginning of things, when the world was young, the donkey was esteemed by all the tribes of men as the wisest of animals.

The good Sheik El-Sta-Shun-Air owned a great herd of these sagacious beasts, which was the pride and joy of his life.

Other Sheiks came from all around to listen and marvel at the wisdom of the herd.

At such a time came even the prophet himself—most learned and wise of all the sons of the East. With much glowing pride El-Sta-Shun-Air led him out to the herd and said:

"Behold, O Prophet, the wise and talented asses. Converse with them, test them, and see if they are not verily wiser than 40 trees full of owls."

Then the prophet addressed the asses. "Let us test your wisdom," said he, "answer me this question: What should an ass require for a three days' journey?"

And they counseled among themselves and then made reply: "For a three days' journey, O Prophet, any ass should require six bundles of hay and three bags of dates."

"Very good," quoth the Prophet, "that soundeth like a fair and proper price." Whereupon El-Sta-Shun-Air broke into loud chuckles and said: "Did I not tell you they are passing wise?"

The Prophet answered: "Wait," and he again addressed the asses. "I have to make a three days' journey but I will not give you six bundles of hay and three bags of dates for making it. Let him who will go for less, stand forth."

And behold, they all stood forth and began to talk at once. One would go for six bundles of hay and one bag of dates, until finally one especially long-eared ass agreed to go for one bundle of hay.

Then spoke the Prophet: "Fool," quoth he, "you cannot even live for three days on one bundle of hay, much less profit from the journey."

"True," replied the long-eared one, "but I wanted the order."

And from that far-off day to this, asses have been known as fools, and price cutters have been known as asses.

YOU CAN HELP

The Photo-Lithographer is now being mailed to every known owner of photo-lithographic equipment without charge. Advertising has been solicited from machinery and supply houses to cover some of the cost of producing and mailing the bulletin.

We are interested in proving to our advertisers that actual sales result from the ads placed in the bulletin. In the current issue Sinclair and Valentine Company advertised a special "Photo-Lithographic Black Ink." They are co-operating with us in our industry activity. We believe every photo-lithographic establishment should patronize a concern which is giving us this valuable co-operation. We can only hope to induce advertising in these columns as a result of value received. We will appreciate your patronizing advertisers in the "Photo-Lithographer."

The Trend . . .

is definitely to Miles Machinery Company. The number of new installations and repeat orders on plate making equipment indicates this. Here is the reason for this trend: - - simple, sturdy equipment free from all unnecessary gadgets, and well serviced.

Where can you buy more ?

Miles Machinery Company
478 West Broadway
New York City

Increase Your Sales to Photo-Lithographers!

If you sell any of the numerous products used by photo-lithographers you should keep your name and product constantly before the executives of this rich market. You can do this at the lowest cost by advertising regularly in the Photo-Lithographer, the official publication of the National Association of Photo-Lithographers.

This publication is read each month by every important photo-lithographer in the country. No other medium offers this concentrated, economical coverage.

We are offering the following special rates to the first advertisers who take advantage of this widely read medium for a six month period.

Full Page $7\frac{1}{8} \times 9\frac{1}{2}$	\$25.00
Half Page $4\frac{1}{2} \times 7\frac{1}{8}$ or $3\frac{1}{2} \times 9\frac{1}{8}$. .	15.00
Quarter Page $3\frac{1}{2} \times 4\frac{1}{2}$	10.00

*These rates are for copy ready for the camera.
Additional charge for halftones at trade prices.*

**NATIONAL ASSOCIATION
OF PHOTO-LITHOGRAPHERS**

1776 BROADWAY • NEW YORK CITY

Circle 7-4948

SUPERIORITY COUNTS!



Negatives with 100% Sharpness

Sharpness is the essential feature of a negative.

Greater Speed

Means greater production and saving of lights and labor.

Greater Density

with Better Whites gives a stronger and cleaner plate.

*The Best Negative Paper ever manufactured.
Investigate!*

POLYGRAPHIC CO. OF AMERICA, INC.

FILM DIVISION

310 E. 45th St., New York, N. Y.

14 E. Jackson Blvd., Chicago, Ill.

accomplishing that result. If industry is seriously intent upon securing compliance—and I have overwhelming evidence that it is—the way of the chiseler is a thorny way from now on; his evasions and escapes are blocked. For the Government is presently backing Code Authorities to the limit in every properly enforceable way to secure compliance.

NRA is a partnership for the common welfare—a partnership that brings new obligations and new responsibilities in the public interest to manufacturer, mine owner, wholesaler, retailer, to labor and to the consumer. This partnership functions through Code Authorities. Upon their whole-hearted co-operation, their vigilance in searching out violators within their industries, their intelligent direction and administration of the codes entrusted to their care and their impartial speedy action in moving complaints into the proper enforcement channels, depends in final analysis the enduring success of the NRA program and the active support of public opinion approving their endeavors."

We do not believe that it is necessary to point out the benevolent features which have been carried on by various organized printing trades unions over a period of more than fifty years, and we hope that this past record will favorably interest you in our legitimate request.

The Interstate Commerce Act originally approved February 4, 1887, and effective April 5 of that same year, provides in Section 6 (1) as originally enacted that

"Every common carrier subject to the provisions of the Act shall print schedules"

"That every common carrier subject to the provisions of this Act shall print and keep for public inspection schedules showing the rates and fares and charges for the transportation of passengers and property which any such common carrier has established and which are in force at the time upon its railroad, as defined by the first section of this Act. The schedules printed as aforesaid by any such common carrier shall plainly state the places upon its railroad between which property and passengers will be carried, and shall contain the classification of freight in force upon such railroad charges and any rules and regulations which in any wise change, affect or determine any part or aggregate of such aforesaid rates and fares and charges. Such schedules shall be plainly printed in large type of at least the size of ordinary pica, and copies for the use of the public shall be kept in every depot or station upon such railroad, in such places and in such form that they can be conveniently inspected." (Chas. 104. An Act to Regulate Commerce, approved February 4, 1887; 49th Congress, Session II, Ch. 103, 104, 1887; 24 Stat. 379; 25 Stat. 855.)

The First Annual Report of the Interstate Commerce Commission, December 1, 1887, page 10, states:

"All carriers subject to the law are required to print their tariffs for the transportation of persons and property and to keep them for public inspection at every depot or station on their routes."

By an amendment of July 9, 1888, to Senate Bill No. 2851 the words "of at least the size of ordinary pica" were stricken from the proposed bill. (See page 5999, Congressional Record, 50th Congress, First Session.)

(The House Report on this Senate Bill No. 2851 is House Report No. 3084—no copies in Capitol or Congressional Library.)

Despite this plainly indicated desire of Congress to have the tariffs printed from the type, the Interstate Commerce Commission in Tariff Circular No. 20, effective October 1, 1928, provides as follows:

"1. All tariffs and supplements thereto must be in book, pamphlet, or loose-leaf form of size 8x11 inches, and must be plainly printed on hard calendered or No. 1 machine finished book paper of durable quality using type of size not less than 8 point bold or full face, except as provided in rule 3 (b) and except further that not less than 6 point bold face type may be used for reference marks, for explanation of reference marks when such explanation appears on the page on which such reference marks appear, and for column headings and other places where only a few words are used continuously. Stereotype, planograph or other similar durable process may be used, provided the copies posted and filed are clear and legible in all respects. Reproductions by hectograph or similar process, typewritten sheets or proof sheets must not be used for posting or filing. Alterations in writing or erasures must not be made in tariffs filed with the commission or posted at stations."

We respectfully request that this permission to use the substitute process of Planograph, etc., in the manufacture of railroad tariffs be withdrawn by the Interstate Commerce Commission and earnestly solicit your support in securing the enforcement of the law as it was laid down by the Congress of the United States."

PHILADELPHIA PHOTO-LITHOGRAPHERS SET UP COMPLAINTS COMMITTEE

A committee of Philadelphians, consisting of George Dunlap, Dunlap Printing Company; Julius Weyl, Edward Stern & Co.; R. W. Daley, Brownell Photo-Lithograph Company, and Merle S. Schaff, Dando-Schaff Printing & Publishing Company, has been appointed to receive and investigate photo-lithographic unfair trade practice complaints in that area.

One photo-lithographer was recently reported as selling at prices lower than those recognized as minimum costs in that area. The committee investigated the complaint and received assurances from the establishment that no sales henceforth would be made below costs.

Much chiseling is encountered when new establishments come into the industry. Concerns not knowing costs enter the field and sell at ruinous prices. Another group of establishments which cause much grief to the industry are those firms which specialize in a special kind of photo-lithographic product but take in commercial photo-lithographic work at any price as a filler.

The Philadelphia establishments are busy. One large concern is reported as harassing both the relief and offset plants with extremely low prices.

"Every man should devote some part of his time to the building up of the industry or profession of which he is a part."

—THEODORE ROOSEVELT.

INKS**INKS**

NOTHING BUT THE BEST

Recognizing the value of an exceptional black in the Photo-Lith field, we instructed our research department to concentrate on the development of new blacks to excel anything produced in the past by ourselves or our competitors.

After many months of effort, two new blacks were offered to the trade early this year which are now acclaimed by many Photo-Lith houses as the best in the market. We are selling large quantities of

EXCELLO PHOTO-LITH BLACK No. 1

EXCELLO PHOTO-LITH BLACK No. 2

If you are not using these blacks, can you afford to continue using anything but the best? Write or phone and we will tell you more about these products—better still, we will prove their value with a trial sample of either or both.

Makers of



PULP & DRY COLORS
VARNISHES & DRYERS

FOR ALL
PRINTING PURPOSES

Main Office and Factory

11-21 ST. CLAIR PLACE NEW YORK, N. Y.

Service Branches

BOSTON
60 PEARL STREET

BALTIMORE
24 SOUTH GAY STREET

JACKSONVILLE

CHICAGO
215 SOUTH ABERDEEN STREET

DALLAS

DAYTON
315 SOUTH MAIN STREET

PHILADELPHIA
115-119 NORTH CAMAC STREET

LOS ANGELES

SAN FRANCISCO

INKS**INKS**

SELLING ON A PRICE OR A QUALITY BASIS

Here are some facts on the price situation any sane photo-lithographer must recognize. Do not propose to kid yourself or your customer on where you stand. Do not try to make yourself believe that it is wrong to make better merchandise and sell it at a fair price. A photo-lithographer can operate on a going-down market just so long and then he will come to the parting of the ways. He can do one or two things: further reduce price and go broke, or he can step out of the crowd and refuse to follow the price cutters. He can do more—if he has the courage of his convictions, he can improve his quality and fix his price where it belongs for a living profit.

To have followed the route of price cutting—one cut after another—has meant the abandonment of quality standards and the sacrifice of reputations which have taken many years to build. A good firm should deliberately turn its back to that dangerous low price low quality route. Future markets are at stake and establishments should not risk their prestige through pressure or a desire to take the easy and apparently popular way out of a temporary market situation. Lower standards will act only as a boomerang.

The buying public is divided into these major groups; the very rich, the rich, the middle class and the poor. Shrinkage of income may drive each upper group down the scale a bit but this drawing is forced. It goes against the grain of the consumer who is accustomed to trade up and now down. If he steps down, the step is taken grudgingly, the manufacturer who follows him cannot step up again so easily. There is a mass of proof that the public is tired of cheap goods and that people have learned that, at any time, they get only what they pay for, allowing of course, for such price adjustments as come with lower production cost but

drastic price cuts can no longer prove that part of the public which is willing to pay a fair price for dependable merchandise and service.

Convinced that it has correctly estimated the trend of the public mind a planographer should determine to make no departure from a policy of giving even better quality than the consumer asks. Planographing if anything will be better in construction finish and design than ever before. Some firms have and are studying their costs and have now arrived at prices which are fair to both customer and themselves—prices which will enable them to maintain quality standards.

Planographers should make a strong bid for greater confidence all around. When a firm stands out of the crowd and offers quality at fair prices it puts competition on the defensive. Unless competition can justify itself on the same grounds it will have to confess that while its prices may be lower, its merchandise is also inferior.

Business has never been nor ever will be conducted on a something-for-nothing basis. If we ask more we realize we must give more. Conversely, those who ask less expect to and of necessity do give less. *Repeat business cannot be built on unsatisfactory merchandise no matter how cheaply priced.* The proof of the pudding will naturally be in the selling. If the market is misjudged with reference to the turn toward better merchandise obviously it is going to cost a firm some money, but some quality firms will prove the case one way or another. These firms believe they are right or they would not have the nerve to step out of the crowd. The greatest builder-upper of a photo-lithographer in this market is quality.

Increase Your Sales to Photo-Lithographers!

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1776 BROADWAY • NEW YORK CITY